

**Remarks for U.S. Beef Promotional Event  
Ambassador Lewis Lukens  
Radisson Blu Hotel  
Friday, September 23, 7:30pm**

Mr. Jorge Jorgensen and his staff of the Radisson Blu Hotel,  
Chef Jerome Martens and the staff of l'Avenue Restaurant,  
Esteemed Members of the business community of Senegal,  
Colleagues of the U.S. Foreign Agricultural Service,  
Other guests,

I am delighted to be here to help host the first promotional event for U.S. agricultural products in West Africa. It is a great tribute to Dakar, to Senegal and to the strong business community here that the U.S. Department of Agriculture, through its Foreign Agricultural Service, decided that this is the very place to launch such an event.

The United States prides itself in producing wholesome and delicious, high-quality products like beef for consumers around the world. The United States is the world's third largest exporter of beef, and it is enjoyed by consumers in over 145 countries around the world. The United States exported over four billion dollars of beef and beef variety meats in 2010.

We are here because we encourage Senegal to be part of this commerce – it is good for the United States; that goes without saying. But we also believe that it is good for Senegal. Senegal is not only developing into a commercial hub but as a center for culinary excellence as we will experience tonight. It is you, the private sector, creating the economic growth and offering Senegalese and the expatriate community alike with the opportunity to enjoy high-valued products. We believe that U.S. beef can be one of these high-valued products that does well on this market -- and that in turn offers an economic boost to this nation and to the Senegalese people.

As you all know, there are many ways to help boost an economy, and the United States government hopes to help in more than just one way. For example, our Feed the Future program through the U.S. Agency for International Development, or USAID, and FAS support the Senegalese government in improving agriculture and trade so that they can be a vehicle for economic growth and food security. Our Millennium Corporate Challenge compact responds to Senegal's needs in irrigation and infrastructure to support agricultural development.

Aid is not the only answer however – and I know that you agree. Commerce and entrepreneurship can be the true drivers of economic development, and it is part of that understanding that our government is constantly looking at new ways to partner with Senegal and Senegalese, in recognition of the potential that is here.

We are here then tonight to offer you the chance to enjoy the same great-tasting, wholesome U.S. beef that so many Americans and consumers around the world enjoy.

Before closing, I would like to give a salute to Chef Jerome Martens, who has prepared the beef for us this evening. I hope that you all enjoy it and will give your feedback to me and my colleagues from the U.S. Embassy here this evening. More than that, I hope that you will choose to return to the Radisson Blu Hotel with your friends and family to have a delicious meal over the next two weeks to enjoy U.S. beef and other American dishes during the American Gastronomic Festival. As you do so, please give your feedback to those at the Radisson Blu Hotel and L'Avenue Restaurant: to Chef Martens, to Mr. Jorgensen, or to other staff.

Our hope is that one day soon, we are able to see U.S. beef not only here at Radisson Blu Hotel and L'Avenue Restaurant but also on the menus of all of Dakar's great hotels and restaurants.

Thank you for having me speak to you this evening; and please enjoy.